

# Integrating Healthy Food Access into Pedestrian Planning

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**Pittsboro, NC**

**2014 APHA**

**New Orleans, LA**

**Leading the Charge to a Healthier Chatham.**

Chatham County Public Health Department • L. Layton Long, Health Director • [www.chathamnc.org/publichealth](http://www.chathamnc.org/publichealth)



# Disclosure

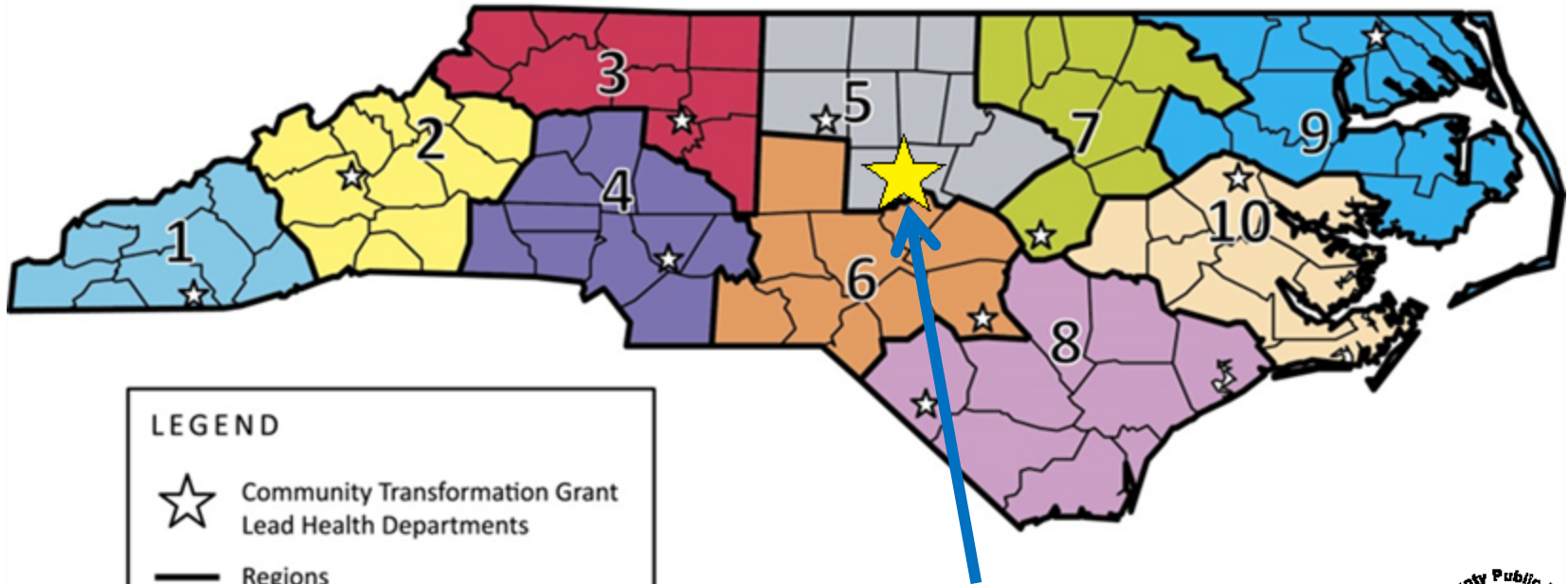
- **The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:**

**No relationships to disclose**

# Session Objectives

- **Understand how to assess healthy food availability in the community**
- **Identify nontraditional partners that can impact the community's health**
- **Identify ways to incorporate health into local city planning efforts**

# Where we are



**LEGEND**

- ☆ Community Transformation Grant Lead Health Departments
- Regions

**Chatham County**



# Where we really are

- **Obesity is top health concern in Chatham**
- **Many residents lack access to recreation facilities and healthy food options**
- **Obesity epidemic not unique to Chatham**

# Where we really are

- **Obesity is top health concern in Chatham**
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- **Obesity epidemic not unique to Chatham**

**Innovative, diverse strategies and partnerships are necessary to tackle such a widespread problem**

# Environment affects Health

- Health is determined by both internal and external factors
- Individual choices are influenced by the environment in which a person lives
- Health can be built into (or out of) a community



# Health and Environment

- Health is determined by both internal and external factors
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- Health can be built into (or out of) a community

**Link between planning and public health**





# Planning and Public Health

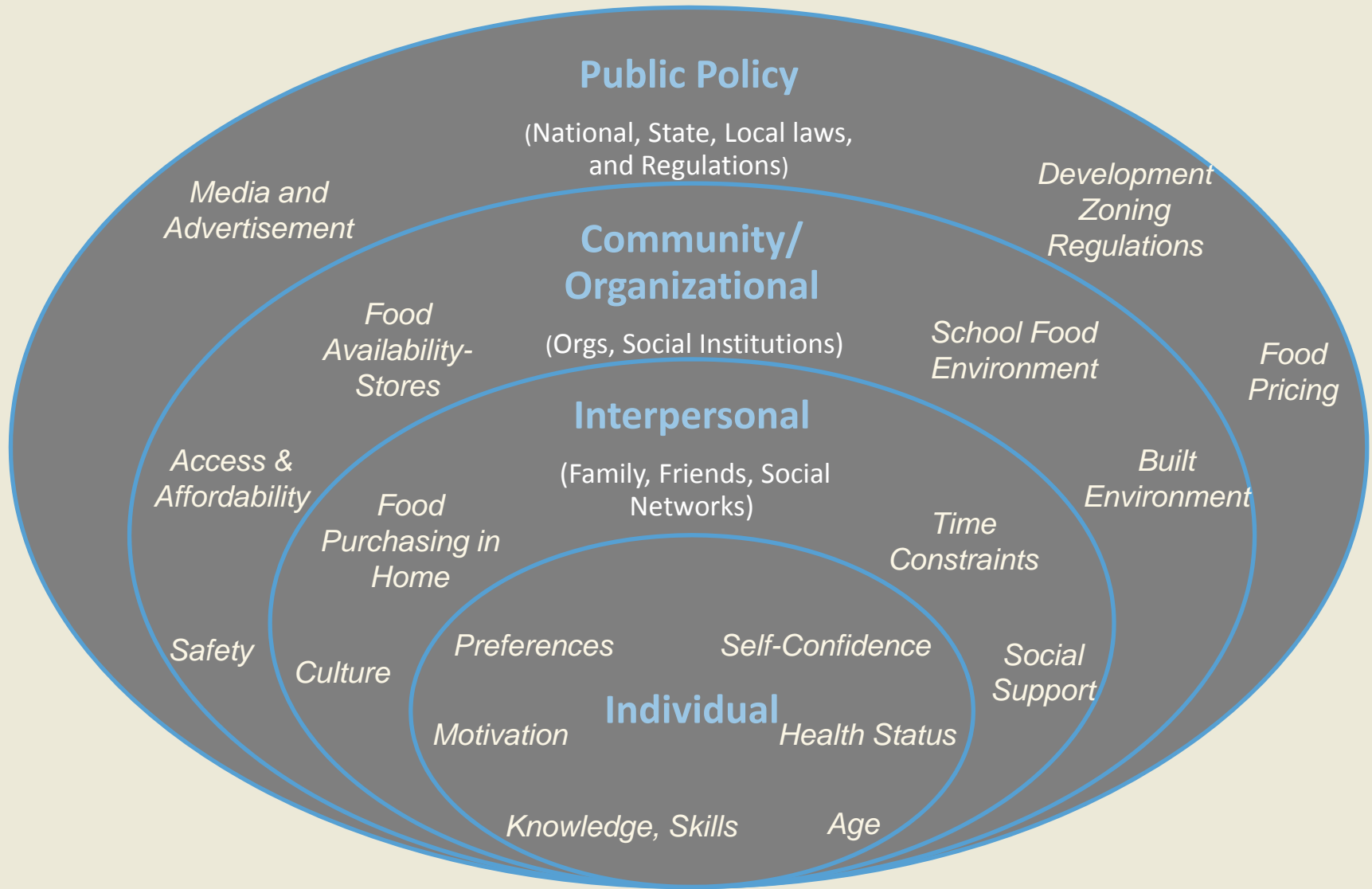
- **Planning in the US originated to deal with public health issues**
- **Over time, planning has come to focus on land use and transportation, public health on handling health and safety concerns**
- **With the link between planning and public health, urban design and chronic disease, two fields are coming back together**

# Planning and Public Health

**“Across the U.S., local governments are beginning to include goals and objectives that promote public health into their comprehensive plans. These long-term plans impact how people make choices of where to live and how to get around, their ability to **access healthy foods and opportunities for physical activity**, and affect broader issues of social equity, clean air and water, and more.”**

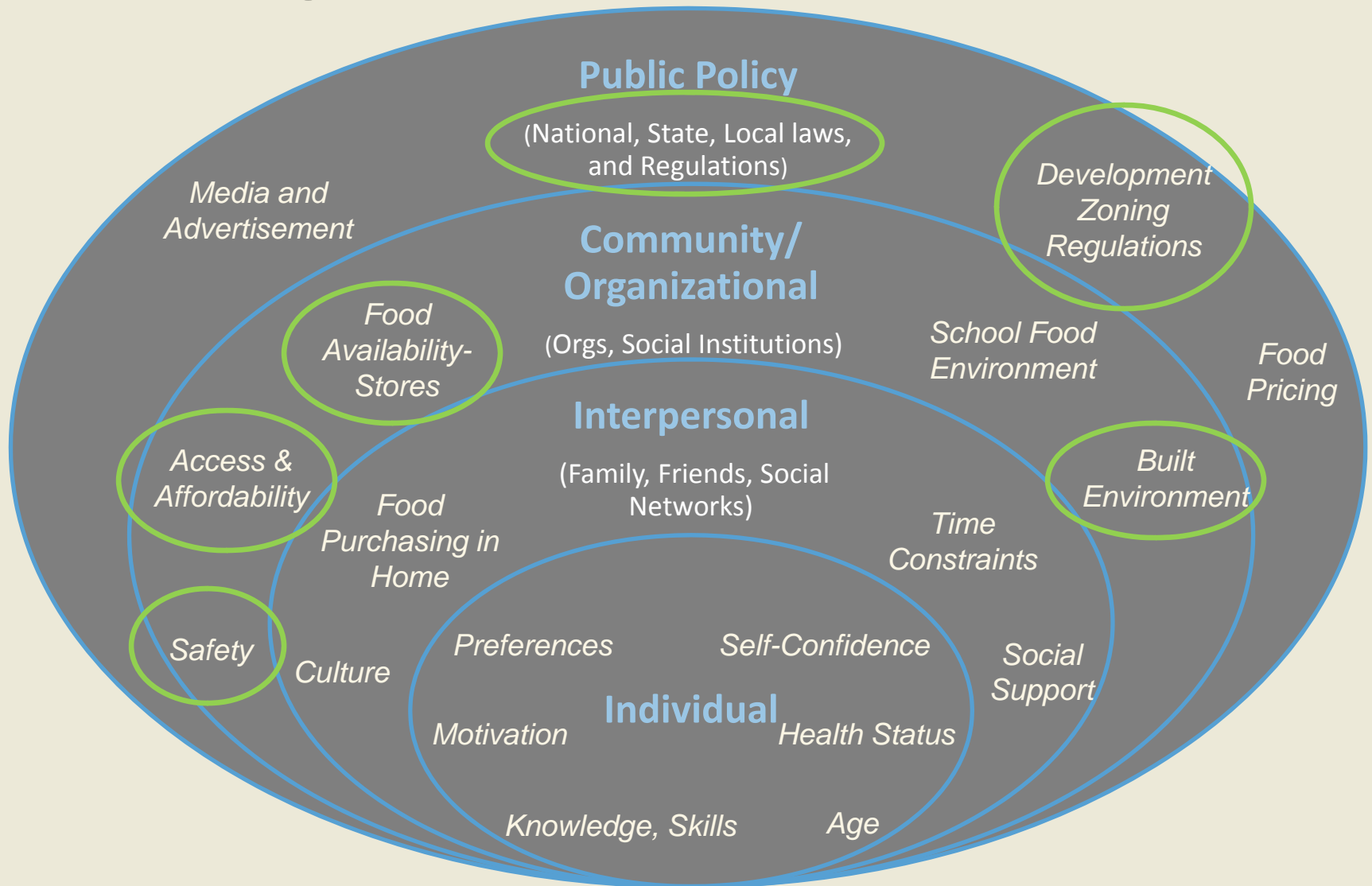
**-American Planning Association**

# Taking a Broader look at Health



**Social Ecological Framework**

# Taking a Broader look at Health



**Social Ecological Framework**

# IT TAKES A COMMUNITY

Healthy Community, Healthy People  
Healthy Chatham

## What if a town...

Full of unhealthy options



Poor healthcare



And no places to walk or be active



## Transformed into a community



WITH  
SIDEWALKS  
AND  
GREENWAYS

AND SAFE  
PLACES TO  
BIKE

THAT  
CONNECT  
PEOPLE TO  
FRESH FOODS



## How would that impact health?

Obesity rates



Quality of life

Diabetes

It takes a community to build health **Piktochart**  
make information beautiful



# CTG in NC

- Focused on community design and policy-level interventions on health
- Funded over 50 comprehensive and allied plans across the state that incorporate health
- Enabled development of food policy councils, supported tobacco policies, and promoted healthy local foods
- Funded this project



**Communities  
Transforming**

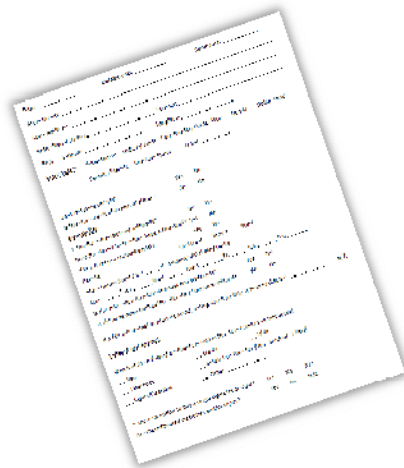
*For a healthier North Carolina*

# Project Overview

- **Led assessment of all food vendors in Chatham County to determine availability of healthy food options**
- **Partnered with the Town of Siler City on Pedestrian Master Plan**

# Healthy Food Assessment

- Had assistance from UNC students
- Develop Survey Instrument
  - Adapted survey instrument from existing examples
    - Food Retail Outlet Survey Tool (FROST)
    - Nutrition Environment Measures Survey (NEMS)





# Healthy Food Assessment

- **Locate and survey all food stores in county**

## **Total of 82 Stores**

- **41 Corner Stores (with Gas)**
- **11 Supermarkets/Grocery Stores**
- **7 Dollar Stores**
- **7 Roadside Stands**
- **6 Tiendas**
- **5 Farmer's Markets**
- **4 Pharmacies**
- **1 Corner Store (No Gas)**









# Healthy Foods Assessment

- **Devise metrics to categorize stores based on MyPlate and fresh produce**
  - 1) Availability of fresh fruits and vegetables**
    - 3 Categories (none, 1-4 types, 5 or more types)**
    - using USDA Recommendations**
  - 2) Availability of ingredients for a MyPlate meal**
    - 2 Categories (fulfills MyPlate, does not fulfill MyPlate)**



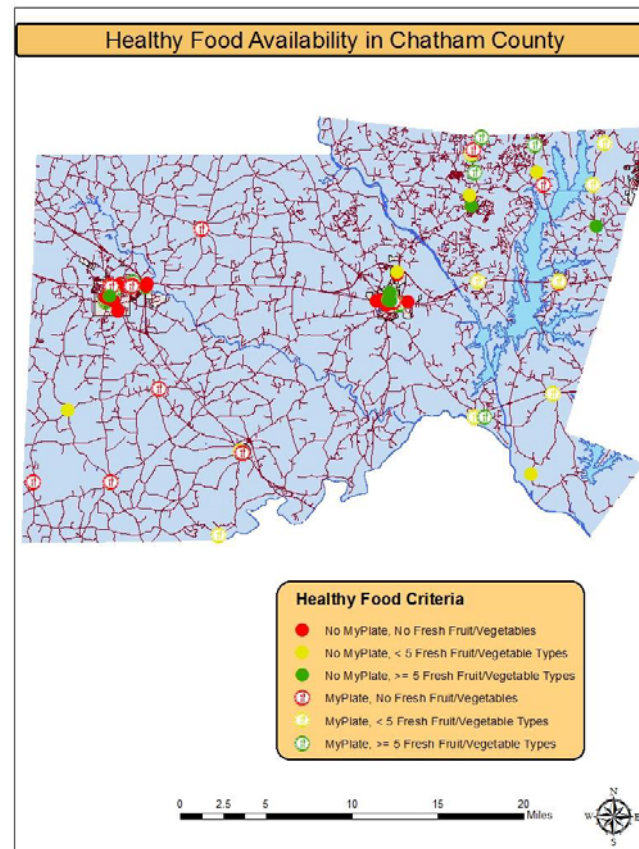
# Healthy Foods Assessment

## Healthy Food Criteria

-  No MyPlate, No Fresh Fruit/Vegetables
-  No MyPlate, < 5 Fresh Fruit/Vegetable Types
-  No MyPlate,  $\geq$  5 Fresh Fruit/Vegetable Types
-  MyPlate, No Fresh Fruit/Vegetables
-  MyPlate, < 5 Fresh Fruit/Vegetable Types
-  MyPlate,  $\geq$  5 Fresh Fruit/Vegetable Types

# Healthy Foods Assessment

- Map and categorize stores



# Chathamnc.org/maps

## Departments & Programs

### Health

About the Health Department & Feedback

Most Recent Community Health Assessment

2012-2013 Seasonal Flu Information

Board of Health

Administration

Animal Control

Clinical Services

Community and Family Health Connections

Community Health and Surveillance Division

Environmental Health

Health Department News

Health Department Community Programs

Health Department Success Stories

Health Information and Statistics Links

Health Reports & Documents

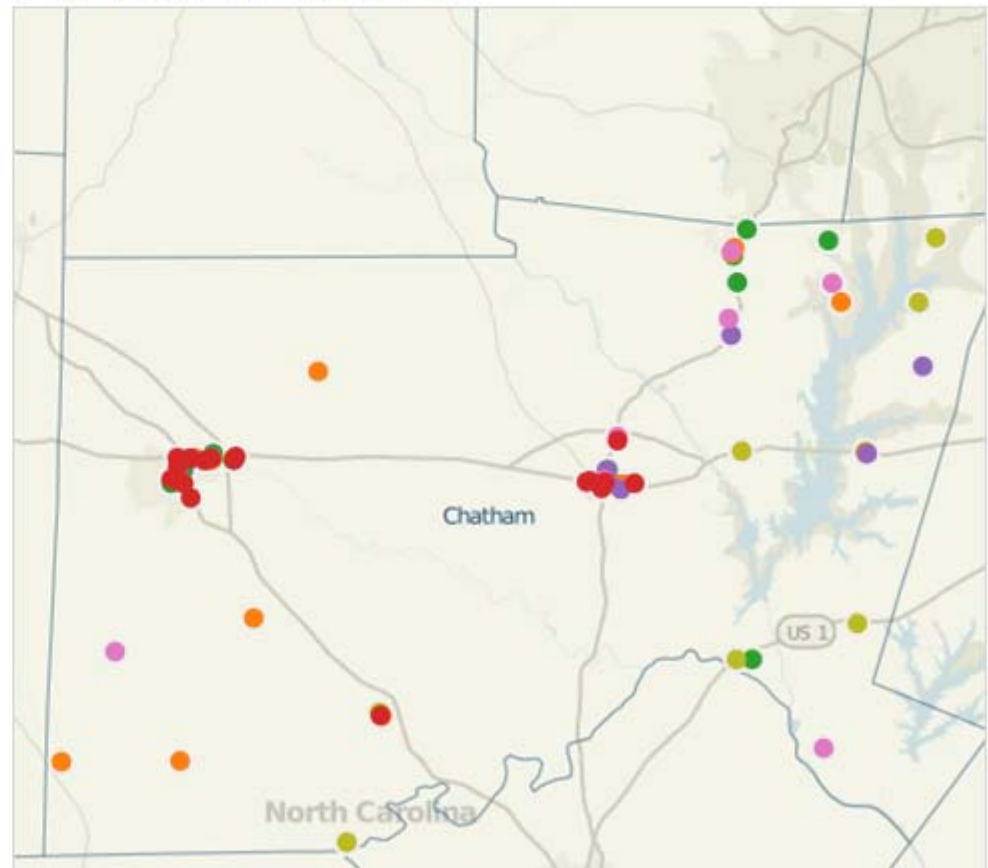
## Chatham County Maps

hol Products Chatham County Food Vendors Food Vendors that Sell Flavored Tobacco P

### Healthy Food Scoring Cri...

- No MyPlate, No FFV
- No MyPlate, 1-4 FFV Vari...
- No MyPlate, >5 FFV Vari...
- MyPlate, No FFV
- MyPlate, 1-4 FFV Varieties
- MyPlate, >= 5 FFV Variet...

### Chatham County Food Vendors



# Siler City Ped Plan

- **At time of food assessment, Town of Siler City was in process of creating a Pedestrian Master Plan**
- **Met with Siler City and Alta Planning + Design staff to discuss CCPHD collaboration in plan**
- **Looked for new ways to incorporate health into plan**
- **Few examples from other cities**



# Making the Connection

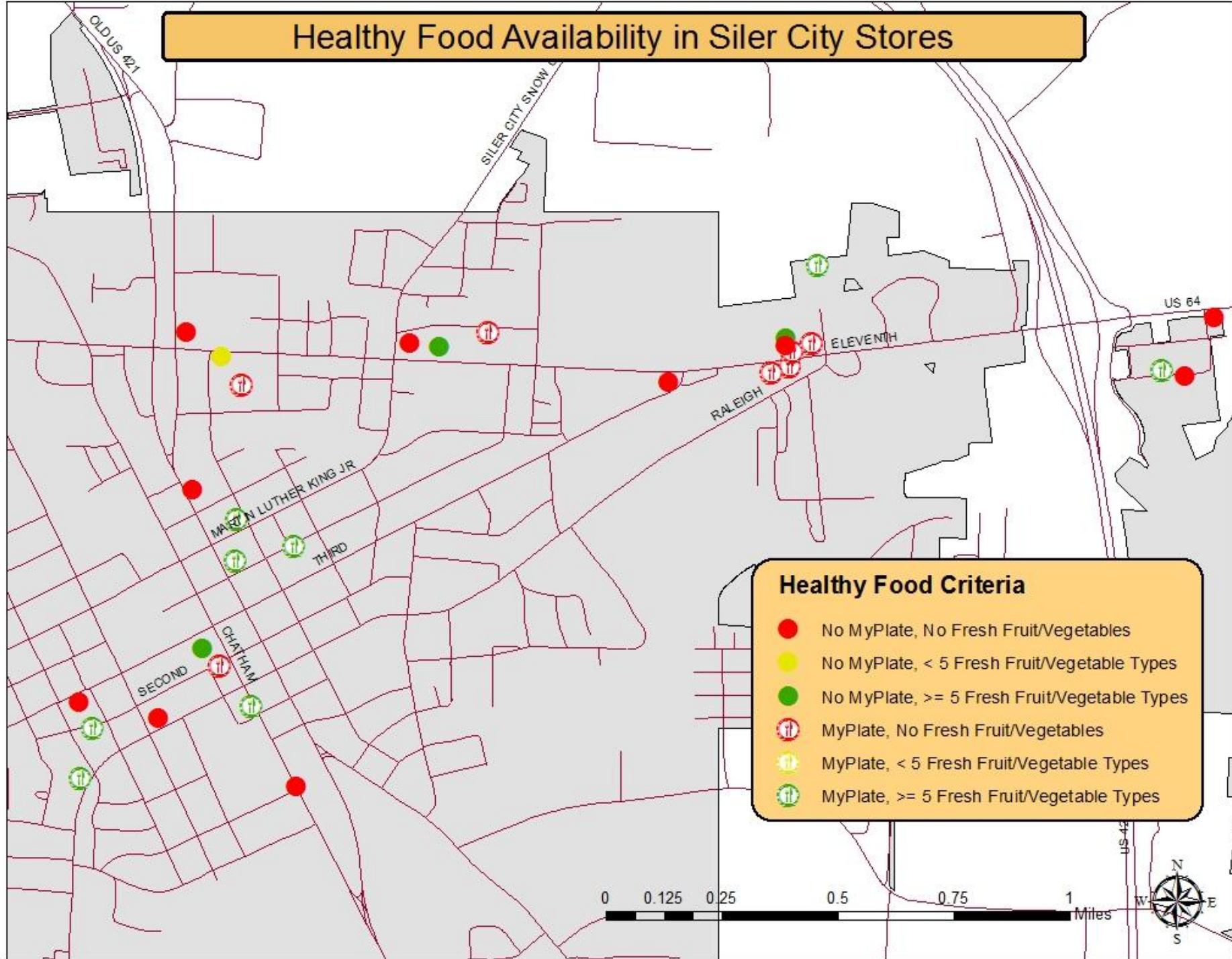


**Default Pedestrian Plan Model**

**Healthy Food Store Inventory**

**A Siler City with more safe places to walk and improved access to healthy food**

# Healthy Food Availability in Siler City Stores





# Figure C.6 Potential Connections to Healthy Food Vendors



- Recommended Crossing Treatment
- - - Proposed Sidewalks
- Proposed Multi-Use Greenways
- - - Proposed Multi-Use Side Paths
- Existing Greenway
- Existing Sidewalk
- Park
- School
- - - Municipal Boundary
- + Railroad
- Ⓜ Healthy Food Vendor

**Connection Distance**

- 0.10 - 0.50 miles
- 0.51 - 1.00 miles
- 1.01 - 10.00



# Making the Connection

## Top Tier for Healthy Foods

Neighborhood	Compare Foods	Food Lion	La Jallisco #1	Piggly Wiggly	El Tienda Centro	La Tienda Posadita	Tienda Loma Bonita	Walmart
Autumn Estates Neighborhood	2.6	1.2	2.3	2.6	2.2	2.1	2.4	1.4
Brookwood Apartments	0.3	2.2	1.0	0.2	0.6	1.0	1.0	3.1
Cardinal Chase Apartments	1.4	1.1	1.1	1.4	1.0	0.9	1.2	2.0
Cateland Place Apartments	1.8	2.2	1.2	1.9	1.5	1.4	1.2	3.1
Country Club Neighborhood	1.3	3.2	2.0	1.2	1.6	2.0	2.0	4.1
Country Living Neighborhood	2.1	3.3	1.6	2.2	1.9	1.9	1.6	4.2
Hampton Village Neighborhood	2.6	1.3	2.4	2.6	2.2	2.2	2.5	1.5
Harmony Hills Neighborhood	1.9	2.3	1.3	2.0	1.7	1.5	1.3	3.2
Homewood Acres Neighborhood	0.4	2.3	0.7	0.5	0.9	0.9	0.7	3.2
Johnson Neighborhood	1.5	0.8	1.0	1.6	1.2	0.9	0.9	1.7
Justice Neighborhood	1.8	0.4	1.5	1.8	1.5	1.3	1.5	1.3
Lincoln Heights Neighborhood	1.6	1.4	1.0	1.7	1.3	0.9	0.9	2.3
Love's Creek Neighborhood	1.9	1.3	1.7	1.9	1.4	1.6	1.8	2.0
North Glenn Apartments	1.9	2.3	1.3	2.0	1.6	1.5	1.3	3.2
Sheffield Apartments	1.3	0.9	0.9	1.3	1.0	0.7	0.9	1.8
Stoncrest Apartments	1.6	2.1	1.1	1.8	1.4	1.3	1.1	3.0
Tripp Cottages Neighborhood	2.0	3.8	2.5	2.1	2.4	2.5	2.5	4.7
Village Neighborhood	1.7	1.5	1.1	1.8	1.5	1.1	1.1	2.4
Westmont Neighborhood	1.5	2.7	1.1	1.7	1.3	1.4	1.1	3.6
Wheels Estates Neighborhood	2.2	3.4	1.7	2.3	2.0	2.0	1.7	4.2
Windsor Arms Apartments	1.8	0.4	1.3	1.9	1.5	1.1	1.4	1.4

Note: Unit of measurement for connection length is miles. Connections shorter than a half mile are highlighted in green; connections between half a mile and one mile are highlighted in orange.

## Prioritization Criteria

Prioritization Criteria	Weighted Score
Reported Pedestrian Crash Location	4.57
Connectivity/access to Proposed Facilities	4.00
Lower-income Areas (US Census)	3.93
Direct Access to/from an Existing Trail or Sidewalk	3.86
High Density Areas (US Census)	3.79
Park or Recreation Center Proximity (1/2 mile radius)	3.79
Low-vehicle Access Areas (US Census)	3.50
Elem., Middle, and High School Proximity (1/2 mile radius)	3.43
Limited English Proficiency Areas (US Census)	3.21
Minority Population Areas (US Census)	3.14
Top 1-3 Recommendations from 2013 Public Comments	3.14
Direct Access to Healthy Food Opportunities	3.14
Ethnicity/Origin Population Areas (US Census)	3.00
Direct Access to Major Shopping Centers/Business Areas/Downtown	2.93
High Chronic Disease Rate Areas	2.93
Areas of Elderly (65+ years old) Population	2.86
Areas of Youth (<18 years old) Population	2.71
Corresponds to Previous Recommendation (CTP, other plans, etc.)	2.57

# Healthy Living Supplement



## Siler City, NC Pedestrian Master Plan

2013

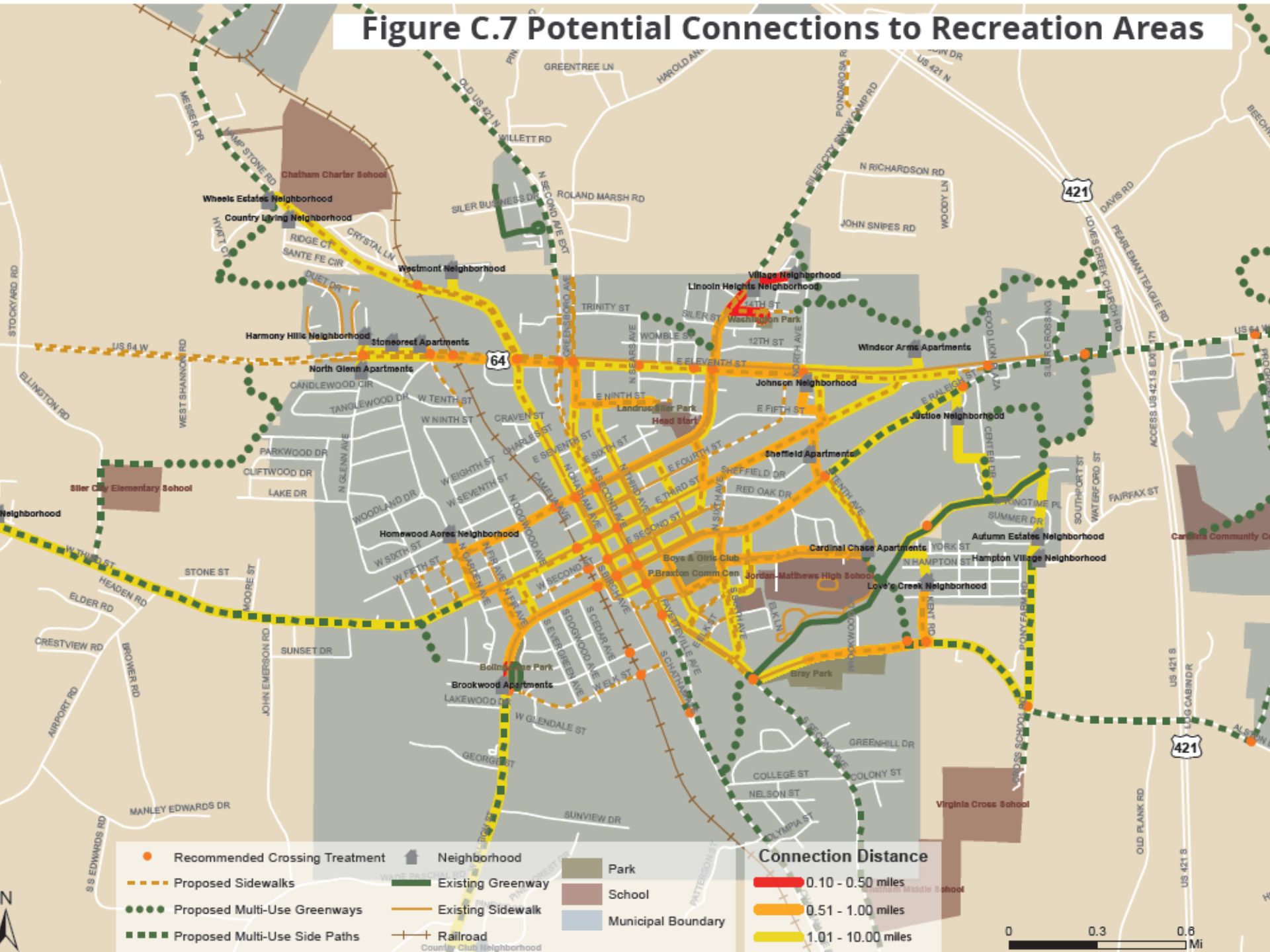


Division of  
Bicycle &  
Pedestrian  
Transportation

**Coaly Design**  
Landscape Architecture + Land Planning



# Figure C.7 Potential Connections to Recreation Areas



# Benefits of Collaboration in Plan

- **Addresses both planning and public health issues and brings fields together**
- **Value added by combining existing projects**
- **Targets Chatham's priority health issue**
- **Fosters town-county relationship**
- **Establishes partnership for future projects**

# Ongoing Partnership

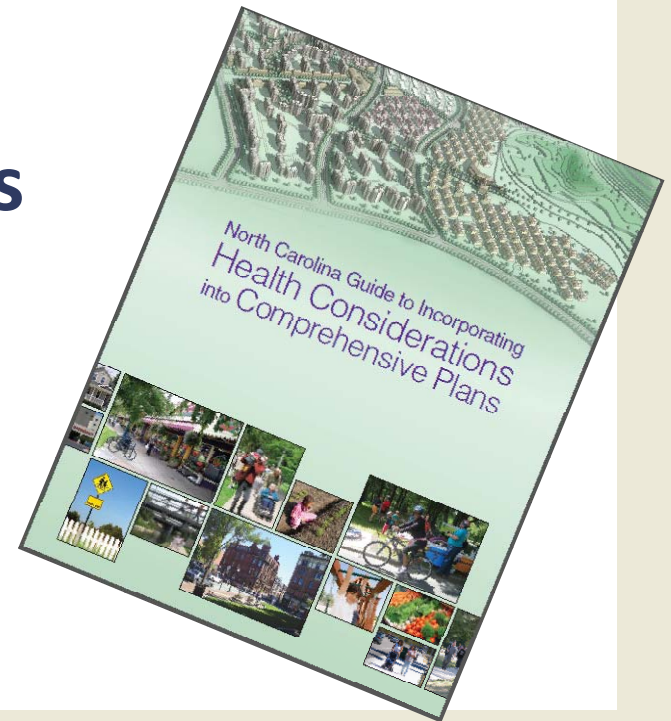
- **Constructing ADA curb ramps in downtown Siler City (prioritized from Pedestrian Plan)**
- **Safe Routes to School Project at a middle school in Siler City**
- **Healthy corner store project at Siler City tiendas**
- **Joint Use Agreement in town parks**
- **Gap analysis of regional bike routes**

# Long-term Planning Projects

- **Future collaboration on town and county plans, including parks master plans**
- **Recently-formed Community Food Council**
- **Health Department staff representation on local planning advisory committees**
- **Greater awareness and partnership between planning and public health**

# Ideas for Collaboration with Planners

- Reach out to new partners
- Consider access to healthy foods, chronic disease rates and access to recreation facilities
- Address priority health issues
- Look at resources from DHHS, APA and CDC





# Takeaways

- **Planners are public health practitioners**
- **Partnership between planning and public health can strengthen projects and open doors to new resources**
- **Innovation in both fields will depend on these partnerships**

# Old + Old = New

**“Many of these novel combinations are really two conventional ideas in their own domains. You’re taking established, well-accepted ideas, which is a wonderful foundation—you need that in science. But when you put them together: wow. That’s suddenly something really different.”**

**-Brian Uzzi, Kellogg School of Management**

# Thank you!

- **The Town of Siler City**
- **Siler City Planning Department**
- **Adrienne Binder and Allison Young, UNC MPH graduates**
- **Alta Planning + Design**
- **CTG Region 5 Staff**
- **Health Department Health Promotion Team**

# Questions?

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